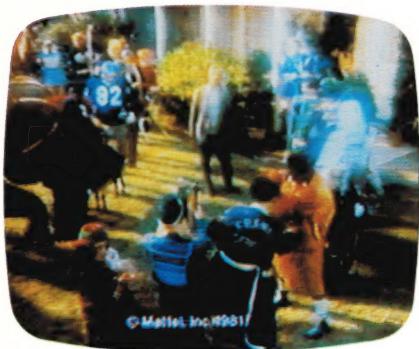


OGILVY & MATHER

5900 WILSHIRE BOULEVARD, LOS ANGELES, CA. 90036
(213) 937-7900

Client: MATTEL, INC.
Product: ELECTRONICS/INTELLIVISION
Title: "KEYBOARD"
Comm'l No.: MAEA 5903 :30
Date: 10/30/81



(SFX: ELEPHANT)
GEORGE: If you thought Intellivision was incredible before,



wait til you see what's new.



This new Keyboard



actually transforms your Intellivision



into a Home Entertainment Computer.



So now you can take an excercise class



from Jack LaLanne,



or learn French from Mimi.



MIMI: We will be teaching you French by taking you on a tour of France.



GEORGE: As you can see, there are a lot of new things coming to you from Intellivision.



And I can't wait to see what's next.



Intellivision. Endless entertainment from Mattel Electronics.